



FOR IMMEDIATE RELEASE:

**Fun Summer & Fall Events Return to Downtown Boston**  
**Heart of the City Bounces Back with a Robust Roster of Longtime Favorites**  
**And Exciting New Offerings**

BOSTON (June 14, 2021) – [The Downtown Boston Business Improvement District](#) (BID), a non-profit organization created to serve Boston’s Downtown community, today announced a robust calendar of free summer activities and fall destination events that signals a very welcome return to pre-pandemic summertime fun. Committed to improving the experience of all who work, live, and visit downtown Boston, the BID is delighted to welcome back several of the city’s most beloved annual summer events, including the Classic Car Show, Boston Harborfest, Shakespeare on the Common, as well as exciting new offerings.

“It’s time! With so many missed milestones and familiar activities lost in 2020, we are excited to welcome back our ‘local tourists’ and visitors to Downtown Boston for a much-needed season of fun and entertainment,” said Rosemarie Sansone, president and CEO of the Downtown Boston Business Improvement District. “We have a full slate of new and traditional events on the calendar with something to please everyone of all ages. Downtown-area hotels are already starting to sell-out as a result of two major destination events coming this fall -- the Laver Cup and the Boston Marathon.”

**Pride Month**

To celebrate Pride Month, the BID decorated the downtown district with over a thousand pride flags. On June 12, 2021, the BID installed an overhead balloon arch in Downtown Crossing on Summer Street, creating the ultimate photo op.

**Juneteenth**

On Friday, June 18, 2021, in celebration of Juneteenth, the BID will host an outdoor runway show featuring the outstanding designs of Joëlle Fontaine from her fashion brand, [Kréyol](#). Inspired by her Haitian heritage, Kréyol incorporates Joëlle’s love of costuming and ancient time

periods and aims to empower women through fashion. The show will take place from 5:30 to 7 p.m.

### **Downtown Boston Classic Car Shows**

Curated by the [Boston Cup Classic Car Show](#), car enthusiasts will get close-up looks at the elegant design and meticulously crafted interiors of 10 of the finest automobiles in history. The car show will be held on Summer Street in Downtown Crossing on Saturdays, June 19, July 3, August 7, and September 4, 2021, from 11 a.m. to 2 p.m.

### **Boston Harborfest**

[Boston Harborfest](#), one of the country's largest Fourth of July festivals, will return to Downtown Boston and the historic Boston Harbor for its 39<sup>th</sup> year to celebrate Boston's 246<sup>th</sup> Independence Day. The festival will feature dozens of family-friendly activities from July 1 through July 4, culminating with a breathtaking fireworks display at the Boston Harbor on July 3. Fireworks will also be staged on July 4 on the Boston Common as part of the [Boston Pops' Fireworks Spectacular concert](#), one of Boston's most beloved Independence Day traditions. Harborfest highlights include a Macy's Summer Fashion Show, live music and entertainment and a Grand Parade featuring a reading of the Declaration of Independence from the balcony of the Old State House.

### **Shakespeare on the Common**

Entering its 25<sup>th</sup> season, [The Commonwealth Shakespeare Company \(CSC\)](#) announced it will perform Shakespeare's final play, *The Tempest*, during the 2021 summer season. Directed by Steven Maler, *The Tempest* will transport its audience to an enchanting and mysterious island full of magic, betrayal, revenge and family. Staged on the Boston Common -- America's oldest public park -- Shakespeare on the Common is a free event and will be held July 21 through August 8 in 2021. Due to COVID-19 capacity restrictions, audience members must register starting the week of June 21 to attend. To register, please visit [www.commshakes.org/free-shakespeare-on-the-common-2/](http://www.commshakes.org/free-shakespeare-on-the-common-2/).

### **Downtown Boston Arts Market**

Held every Thursday and Friday through October 29, 2021, from 11 a.m. to 5:30 p.m., guests are invited to Downtown Crossing where local artisan talent, including artists and illustrators, fashion designers, jewelers and photographers, will showcase their creations.

### **Little Free Library**

The BID began participating in the [Little Free Library](#) -- the world's largest book-sharing movement -- in April 2017. The BID's Little Free Library has now officially reopened and is located at Irish Famine Memorial Plaza (10-24 School Street).

### **Dine Out Boston**

From August 8 through August 21, 2021, participating restaurants will offer prix fixe menus for lunch and dinner ranging from \$15 to \$38. Participating restaurants will be announced in July 2021 and will include new culinary hot spots, Boston favorites and nationally known chains specializing in Asian, French, Italian, seafood and much more. Additionally, diners will have a chance to win a \$100 restaurant gift certificate through a social media contest. Details on the contest will be announced in July 2021.

### **Local Theaters & Museums**

Downtown's historic theaters and museums are reopening and have already announced a robust fall calendar of performances in 2021. The Boston Opera House, home of Broadway in Boston and the Boston Ballet, resumes programming on November 2 with "[Hadestown](#)," winner of eight Tony awards in 2019. The show concludes on November 14. Less than two weeks later, on November 26, the Boston Ballet's enchanting holiday classic, "[The Nutcracker](#)," begins a month-long run at the Boston Opera House, ending on December 26.

The Orpheum Theatre will be hosting [at least seven rock/pop concerts this fall](#), starting with the folk rock act [Dawes on September 18](#). And [Revolutionary Spaces is reopening](#) two of the country's most iconic historic museums, Old State House and Old South Meeting House, both on [the Freedom Trail](#), on June 16. These sites witnessed some of the most dramatic and crucial events -- including the Boston Massacre and Boston Tea Party -- in the run-up to the American Revolution.

### **The Boston Cup Classic Car Show on Boston Common**

Now in its 10<sup>th</sup> year, this popular exhibition attracts thousands of automobile aficionados each year, as it showcases a fantastic array of European (including British, French, Italian, and German), American, and other vintage and classic cars from around the world. It will all take place on Boston Common on September 26, 2021.

### **The Laver Cup**

The [2021 Laver Cup](#), the fourth edition of the event, will take place September 24-26 at Boston's TD Garden. Held on indoor hard courts, this exciting event showcases the incredible talents of six top European tennis players against six of their counterparts from around the world. Several hospitality packages are available for attendees such as the [Unrivaled Experience](#), the [Legends Club](#), the [Captains Club](#) and the [Champions Lounge](#). Each package will include seats to each session, premium food and beverage and much more. Tickets are available for purchase now at <https://lavercup.com/tickets>.

### **The Boston Marathon**

The 125<sup>th</sup> running of [the Boston Marathon](#) -- the world's oldest and most celebrated annual marathon -- will take place on October 11. The race will follow its traditional 26.2-mile route from Hopkinton to Copley Square, just a few blocks west of downtown. Each year, thousands of runners congregate post-race in downtown to cool down, take pictures with friends and family, and savor their accomplishment.

The BID observes all current COVID-19 safety practices and protocols and will continue to operate outdoor events as long as the public-health data supports it. A comprehensive calendar of BID events can be found at [www.downtownboston.org](http://www.downtownboston.org).

### **About The Downtown Boston Business Improvement District**

The Downtown Boston Business Improvement District (BID) is only one of two BIDs in Boston and one of only eight in Massachusetts. A binding assessment levied on commercial property owners funds BID activities, and a 30-member board of directors elected by the BID membership oversees the organization. The board represents the cross-section of Boston's business community found in the District and is responsive to property owners, retailers and residents. The BID is a private, non-profit corporation created and maintained by property owners, that serves the entire downtown community -- businesses, employees, residents, students, and more. The organization's mission is to transform and engage downtown Boston through programs and supplemental services that meet area needs. The Downtown Boston BID encompasses a 34-block area between Tremont and Congress streets and Court and Boylston streets that includes Downtown Crossing, the Ladder District, and parts of the Financial and

Theater Districts. For more information on the Downtown Boston Business Improvement District, please visit: [www.downtownboston.org](http://www.downtownboston.org).

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